

KELLOGG'S DISHES UP BREAKFAST AT 20TH ANNIVERSARY STREET PARTY CELEBRATION

To mark the 20th anniversary of its support of school breakfast clubs, cereal giant Kellogg's hosted a community breakfast extravaganza in its new home in MediaCityUK.

Today, (Thursday 28th June) Kellogg's served breakfast outside its Salford offices to celebrate with employees and key partners in the community who have been involved with the wonderful initiative.

More than 60 primary school children from the local area attended the event, alongside Salford City mayor, Paul Dennett, and Kellogg's managing director, Oli Morton.

Primrose Hill Community Primary School, in Ordsall, and Willow Tree Primary School, in Langworthy – two schools Kellogg's has supported as part of its breakfast clubs programme – provided adorable entertainment with a selection of breakfast poems, songs and jokes.

Speaking at the event, Salford City Mayor, Paul Dennett, said: “**get quote on the day**”

Over the past 20 years Kellogg's has supported more than 3,000 school breakfast clubs with funds, food and training, providing school children with access to nutritious breakfasts in safe and social environments to tackle morning hunger.

Kellogg's managing director, Oli Morton, said: “Kellogg's has provided 70 million bowls of cereal and over £3million over the past 20 years to enable children to have the best possible start to the day.

“It's wonderful to be able to celebrate this landmark moment in our new community with those who have been directly supported by the programme.”

In January Kellogg's relocated its 420 UK office employees from Talbot Road to Media city after nearly 30 years of residence. Now the company is keen to support its neighbours in Salford.

Kellogg's first community project is in partnership with the Salford Food Share network to provide food and funding for summer holiday projects in six locations of Salford.

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For more information, please contact Kellogg's on 0161 869 5500
or pressoffice@kellogg.com